

## WHAT IS CLAIMED IS:

1. A video-emphasis encoding apparatus for applying an emphasis processing to an input video signal to obtain a video bitstream comprising:

an emphasis-level setter for setting an emphasis level to the input video signal in accordance with at least one factor among control data carried by the input video signal, a picture state detected from the input video signal and encoding conditions for the input video signal;

an emphasize for applying the emphasis processing to the input video signal at the emphasis level to obtain an emphasized video signal;

an encoder for encoding the emphasized video signal to obtain a video bitstream; and

a multiplexer for multiplexing the video bitstream and data on the emphasis level.

2. The video-emphasis encoding apparatus according to claim 1 further comprising a detector for detecting a degree of quantization applied to the input video signal, wherein the emphasis-level setter sets the emphasis level in accordance with the detected degree of quantization as the encoding conditions.

3. The video-emphasis encoding apparatus according to claim 1 further comprising a detector for detecting a degree of enhancement effects already applied to the input video signal, wherein the emphasis-level setter sets the emphasis level in accordance with the detected degree of enhancement effects as the picture state detected from the input video signal.

4. A method of video-emphasis encoding for applying an emphasis processing to an input video signal to obtain a video bitstream comprising the steps of:

setting an emphasis level to the input video signal in accordance with at least one factor among control data carried by the input video signal, a picture state detected from the input

video signal and encoding conditions for the input video signal;  
 applying the emphasis processing to the input video signal  
 at the emphasis level to obtain a emphasized video signal;  
 encoding the emphasized video signal to obtain a video  
 bitstream; and  
 multiplexing the video bitstream and data on the emphasis  
 level.

5. A video-deemphasis decoding apparatus for decoding and  
 applying a deemphasis processing to an input video bitstream  
 comprising:

a deemphasis-level setter for setting a deemphasis level  
 that matches an emphasis level obtained from emphasis-level data  
 carried by the video bitstream to which an input video signal  
 has been encoded and emphasized at the emphasis level;

a decoder for decoding the input video bitstream for  
 reproducing the video signal; and

a deemphasizer for applying the deemphasis processing to  
 the reproduced video signal at the deemphasis level to obtain  
 a deemphasized video signal.

6. The video-deemphasis decoding apparatus according to claim  
 5, wherein the deemphasis-level setter obtains data including  
 a degree of quantization applied to the input video signal as  
 the emphasis-level data to obtain the emphasis level in accordance  
 with the degree of quantization, thus setting the deemphasis level  
 that matches the emphasis level.

7. The video-deemphasis decoding apparatus according to claim  
 5 further comprising means for obtaining data on a degree of  
 enhancement effects to be applied to the reproduced video signal  
 at a display apparatus, wherein the deemphasis-level setter sets  
 the deemphasis level in accordance with the emphasis-level data  
 and the degree of enhancement effects.

8. A video-deemphasis decoding method for decoding and  
 applying a deemphasis processing to an input video bitstream

comprising the steps of:

setting a deemphasis level that matches an emphasis level obtained from emphasis-level data carried by the video bitstream to which an input video signal has been encoded and emphasized at the emphasis level;

decoding the input video bitstream for reproducing the video signal; and

applying the deemphasis processing to the reproduced video signal at the deemphasis level to obtain a deemphasized video signal.

10067815.020802  
"ST02900T"